

TTC Board Meeting

May 20, 2008 – 4:00 PM

Attendance

Voting – Angela Atkinson, Robin Carpenter, Janis Moomaw, Bob Hart, West Davies, Fred Schmidt, Marcy Mitchell, Danyelle Leentjes, Crista Munro, Daniel Gonzales

Non-Voting – Mary Jo Coulehan, Dianne Calderon

Large Audience: 20+ people

1. Call to order – Old business
 - a. Revisiting budget – Angela said if all special events that were budgeted were approved, including the \$25,000 allocated for a new race event, TTC would be down to \$41,000 in reserves. Bob pointed out that he'd like to see overall numbers adjusted downward to \$370,000 income to reflect 2007 actual. Angela said we'll revisit the revenue numbers at the end of May to see where we are in relation to 2007 and approve a new budget mid-year.
 - b. Approval of minutes – Crista motioned; Danyelle second – motion passed
 - c. Dianne – sent an email blast on 5/16 (whitewater opportunities)
 - d. RFP for new Marketing & PR firm(s) – Marcy said we received 30 proposals, more than half of which are out of our budget (\$150,000+). The field has been narrowed down to 7-10 of the best by Danyelle & Marcy, who are in agreement on most of them. They are pleased with the response to the RFP. They are hoping to have the top 3 firms presenting at the regular June meeting.
2. New business
 - a. Angela went over TTC funding criteria for special events. Events must demonstrate a clear marketing plan, must be a tourist draw, must track attendance by zip code and must have attendees complete a survey.
 - b. FolkWest – Crista briefly presented an overview of FolkWest's 3 annual events for which the group sought funding – Pagosa Folk 'N Bluegrass, Four Corners Folk Festival and Mountain Chile Cha Cha. Fred asked if FolkWest collects lodger's tax on campers. Crista said no. Angela suggested the town look at implementing a ticket tax for special events that charge admission. Funds would be used for venue improvements. Bob Hart motioned to approve the funding request: \$4000 for PFB; \$3500 for FCFF; \$2500 for MCCC. Marcy seconded. Motion passed unanimously with Crista abstaining from voting.
 - c. Duathlon – a discussion took place on accuracy of ROI (how will they double their out of town participants; what are the new marketing efforts?). Marcy said she's not sure that race t-shirts qualify as marketing. Crista agreed and motioned to approve \$1000 (requested amount less t-shirts). Audience member Morgan Murri, a frequent race participant, said t-shirts are valid marketing pieces because people wear them to other races. Angela made an argument to fund the entire amount because this is a growing event and needed TTC funding to become established and it's not that high of an amount. Crista amended her motion to fund the full amount: \$1674. Bob Hart seconded. Motion passed unanimously.

- d. Fiber Fest – Marcy objected to the fact that the organizers had turned in their application that very morning and the event started 2 days later, pointing out that the application states the deadline is 6 weeks prior to the event. She felt that the 6 weeks gives the TTC ample time to co-promote special events. Bob Hart pointed out that Fiber Fest shows good ROI. The event was to take place in a new, more visible location in Town Park this year so attendance was expected to increase. Crista pointed out that the marketing had already taken place and that not approving the amount would be a punitive measure. Fred moved to approve the requested \$500 under 3 conditions: 1) they apply earlier next year; 2) better marketing plan and research; 3) submit receipts after the event to receive \$500. Danyelle seconded. Motion passed unanimously. Bill Hudson stood up from the audience and urged the TTC to be rigorous and enforce the rules.
- e. Pagosa Springs Quality Fishing Project - The PSQFP requested \$50,000 from the TTC, which would bring a \$25,000 conditional grant from Boot Jack Ranch and \$10,000 from private businesses. The project would stock the 2 mile in-town stretch of the San Juan with 8,800 fish, with staggered releases over the summer. Mark Mesker presented a power point that showed some very high ROI numbers. A very lengthy discussion ensued between TTC and audience members. Some problematic areas to the TTC: fish numbers appear to be too high (as deduced from a letter from DOW aquatic biologist); ROI numbers are miscalculated and appear much higher than actual; target market is not high-end fishermen; possible conflict with between fishing, inner tubes, rafters and kayakers. Fred made a motion to approve the \$50,000 amount. Daniel seconded. Vote split: Robin, Daniel and Fred voted yes. Bob, Danyelle, Marcy, Janis, Angela and Crista voted no. Another discussion took place, emphasizing mission of TTC to promote special events and marketing, not to pay for fish. TTC agreed there is merit to the proposal, but a scaled down request would need to be made. Marcy moved to review the budget to decide how much money the TTC could give to the project. Bob seconded the motion, which passed unanimously. Angela said she would look at scheduling a meeting on the following Thursday, May 22, and it would be posted 24 hours in advance.
- f. Historic Society – A short discussion took place about whether or not the walking tour brochure supports the TTC’s mission of increasing tourism in Pagosa Springs. The point was made that the historic society would need to fundraise or get grant money to support these types of expenses. Fred made a motion to deny funding; Crista seconded. The motion passed unanimously.
- g. Farmers Market – the board agreed that the event will invigorate the downtown area as it will be held on Friday evenings at the overlook parking lot. Mary Jo said that downtown businesses will stay open later. Janis made a motion to approve \$1000 for signage and marketing ; Robin seconded. The motion passed unanimously. Hudson again said the TTC was acting like a “candy store” for the community and was not being rigorous in its review process.
- h. Race status – Morgan Murri, who will be organizing the race event(s), asked that the TTC not commit all of its remaining funding dollars to one basket. He feels the point of the funding is to spread it around to various activities and create diversity. He stated that he could start a fabulous running or biking event for \$8-15,000.
- i. Visitor Center – Angela asked Janis (Chamber Board president) if their board had a chance to review the TTC’s proposal to take over operations of the Visitor Center. Janis

proposed that the 2 executive boards meet at the Chamber building to look at options; the time frame for meeting is up to the TTC.

- j. Janis motioned to adjourn; Robin seconded and motion passed. Meeting adjourned at 7:15 PM.